

**AGENDA**  
**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL**  
**DISTRICT II ADVISORY COMMITTEE**  
**REGULAR SESSION TUESDAY, JUNE 6, 2006**  
**6:00 P.M.**  
**LOWER KEYS CHAMBER OF COMMERCE**

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. AGENDA**

1. Additions To and Approval of the Agenda/Bulk Items

**D. APPROVAL OF THE MINUTES**

1. April 25, 2006 Regular Meeting Minutes
2. April 11, 2006 TDC Meeting Minutes - FYI

**E. BUDGET:**

1. FY 2006 Budget
2. Three Penny Revenue Report

**F. DISTRICT II PUBLIC RELATIONS:**

1. Monthly Report from SNA

**G. DISTRICT II ADVERTISING:**

1. Advertising Update
2. Consideration and Action re: Revised FY 2006-2007 Media Plan

**H. MARKET RESEARCH:**

1. Smith Travel Research Report – FYI

**I. CHAMBER REPORT:**

1. Visitor Information Services Report – FYI

**J. WEBSITE:**

1. FloridaKeys.Com – FYI

**K. OLD BUSINESS:**

1. Update re: VIS Agreement

**L. NEW BUSINESS:**

1. Update: Umbrella Reports
2. Update of May 23, 2006 TDC Meeting
3. Workshop: Capital Project Funding
4. Consideration and Action re: Destination/TurnKey Event Funding

**M. GENERAL DISCUSSION**

**N. ADJOURNMENT**

**PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING AT 296-1552 OR 1-800 648-5510.**